

LEO BURNETT COMPANY, Inc.

Ad No. 252—Buy No. 5855—1 page—2 color—7 x 10 in.

Progressive Grocer, May, 1956
American Designer, May 7, 1956
Chain Store Age (Drug), May, 1956
Chain Store Age (Grocer), May, 1956
Vand., May, 1956
Food Topics, May 25, 1956
Grocer Graphics, May 8, 1956
Food Mart News (S. Calif.), May 8, 1956
Food Mart News (Chicago), May, 1956
Super Market News May 7, 1956 (Black & White)



4 pages!

Is this the
biggest cigarette
ad ever run?

The next Marlboro ad will be four full pages. In LIFE, LOOK, COLLIERS, and THE SATURDAY EVENING POST.

We think it's the biggest cigarette ad ever run—unless you count the signs they used to paint on the sides of barns.

Four pages. See what we mean when we say, "The big news comes from Marlboro."

Four pages. Four more reasons to make sure your stocks are up—so you can display and sell the most talked about cigarette of our time.

Marlboro

THE FILTER
CIGARETTE
IN THE
FLIP-TO-PACK
BOX



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